

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
	Name	Formerly	Execution Date
	Warsteiner Importers Agency, Inc.		12/20/2012
			Entity Type
			CORPORATION: COLORADO
RECEIVING PARTY DATA			
Name:	Anheuser-Busch, LLC		
Street Address:	One Busch Place		
City:	St. Louis		
State/Country:	MISSOURI		
Postal Code:	63118		
Entity Type:	CORPORATION: MISSOURI		
PROPERTY NUMBERS Total: 1			
	Property Type	Number	Word Mark
	Serial Number:	78903572	PATAGONIA
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Email:	docket@hollandhart.com, aanderson@hollandhart.com, lmroot@hollandhart.com, trademarks@anheuser-busch.com		
Correspondent Name:	Andrea Anderson		
Address Line 1:	PO Box 8749		
Address Line 2:	ATTN: Trademark Docketing		
Address Line 4:	Denver, COLORADO 80201		
ATTORNEY DOCKET NUMBER:	31958.0150		
NAME OF SUBMITTER:	Andrea Anderson		
Signature:	/Andrea Anderson/		
Date:	02/08/2013		
Total Attachments: 1 source=Assignment#page1.tif			

OP \$40.00 78903572

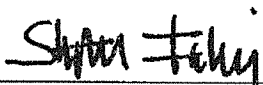
Appendix III

MODEL FORM OF ASSIGNMENT OF U.S. TRADEMARK

Whereas WARSTEINER IMPORTERS AGENCY, INC. ("WIA") with a principal place of business at 9359 Allen Road, West Chester, Ohio 45609 has filed an application for registration with the U.S. Trademark Office (Serial No. 78/903,572) (the "PATAGONIA Application") for the mark PATAGONIA (the „Mark"); and

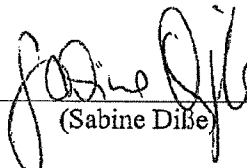
Whereas ANHEUSER-BUSCH, LLC , with a principal place of business at One Busch Place, St. Louis, Missouri 63118 („Buyer") wishes to acquire the PATAGONIA Application and Mark and any resulting registration.

Now, therefore, for good and valuable consideration, WIA hereby assigns to ANHEUSER-BUSCH, LLC all right, title, and interest in and to the PATAGONIA Application and Mark, together with the goodwill of the business symbolized by the PATAGONIA mark and any resulting registration.



Signed (Stephan Fahrig)

Director
Title



Director

WARSTEINER IMPORTERS AGENCY, INC.

Dated: 20.12.2012